



**NEW CONVENIENCES** for apartment dwellers were unveiled recently at the Diamond Head Apartments in Torrance. For the lady there is a beauty salon on the premises as well as a barber shop for the gentlemen. Other deluxe features include a steam room and heated pool, etc. The new bachelor and one or two bedroom apartments have wall to wall carpeting and were built by Hamel and Flanagan Construction Company. "Another balanced power project." The Diamond Head is now open for inspection at 23611 Arlington Ave. in Torrance.

**CORPORATION ESTIMATED INCOME TAX**

Corporations whose income tax is expected to exceed \$100,000 for 1963, must file their 1963 declaration of estimated income tax and pay the first installment of 25 per cent of the excess over \$100,000 according to R. A. Riddell, District Director of Internal Revenue. Director Riddell said that an 1120-ES should be used for this return and that the deadline for filing and payment is Sept. 16, 1963, for calendar year corporations.

This declaration of estimated tax is also required from proprietorships and partnerships which have elected to be taxed as a corporation, said Mr. Riddell.

**VANITY**

Egotism is the tongue of vanity.

—Chamfort

**Ordinance Killed By City Council**

A proposed ordinance to open up examinations for police and fire chief to the first three ranks in the department and in other departments in cities with 80,000 population or more was defeated at last night's council meeting.

Several members of the council mentioned that the city had picked a poor time to try and pass the ordinance. With the present police problems it caused a bad reflection on the department.

**VIRTUE**

A certain personal virtue is essential to freedom.

—Emerson

**BRIDGE GAMES!**

EVENINGS 7:30  
TUESDAY, WEDNESDAY, FRIDAY AND SATURDAY

DAYS 11 A. M.  
MONDAY, WEDNESDAY AND THURSDAY

Enjoy the fun of playing bridge, games supervised by expert directors. Bring your friends for an exciting session!

**LANDMARK BRIDGE CENTER**

4128 Pacific Coast Hwy. (Near Fish Shanty)  
Walteria Phone FR 8-7909

Use classified. DA 5-1515



Established April 15, 1949  
Published Semi-Weekly, Wednesday and Friday Entered as second class matter Oct. 5, 1957 at Post Office, Torrance, California, under act of March 3, 1879. Adjudicated a legal newspaper by Superior Court, Los Angeles County, Calif. Adjudicated Decree No. LB-C-23568. April 8, 1958.

Publisher..... W. R. Zapata  
Director..... Bob Mann  
Managing Editor..... William Schell Jr.  
Woman's Editor..... Ramona Saunders  
Mechanical Superintendent..... Walter Wehr  
Classified Manager..... Jay Delaney  
Circulation Manager..... Larry Robertson  
Business Manager..... Ruth Peterson

Offices and Plant:  
3226 W. Sepulveda Blvd.  
Torrance, California  
Telephone: DA 5-1515

Subscription Rates  
(Payable in advance)  
Carrier Delivery..... 25c per month  
Local and Out-of-Town..... \$12.00 per year  
All manuscripts submitted at owner's risk. The Torrance Press can accept no responsibility for their return

**Civic Improvement Officers Elected**

New officers for The North Torrance Civic Improvement Association were elected at the meeting held September 5 at McMaster Park. Vurly L. Smith heads the new slate of officers as president. Other officers of the group include John Kesson, vice president; Margaret Clark, secretary; Cloyd Kirkpatrick, treasurer; Ida Hechinger, auditor. They will be officially installed at the meeting tonight. All residents of North Torrance are cordially invited to attend.

Use classified. DA 5-1515



**CROWNING GLORY BACK TO SCHOOL SPECIALS!**

More campus queens go to Crowning Glory than Vassar, Wellesley and Hunter combined! No wonder. Our beauticians are in a class by themselves! And the prices are right.

- Regular \$10 DURA-CURL, complete ..... \$7.25
  - Regular \$15 WONDER CURL, complete ..... \$8.00
  - Regular \$20 MAGIC CURL, complete ..... \$9.95
- (All tinted or bleached hair slightly higher)  
Other cold waves to \$35

SPECIAL PRICES ON ALL COLORING WORK  
ECONOMY WAVE ..... \$4.95



**TORRANCE**

2006 W. Carson  
(at Gramercy)  
FA 8-9930

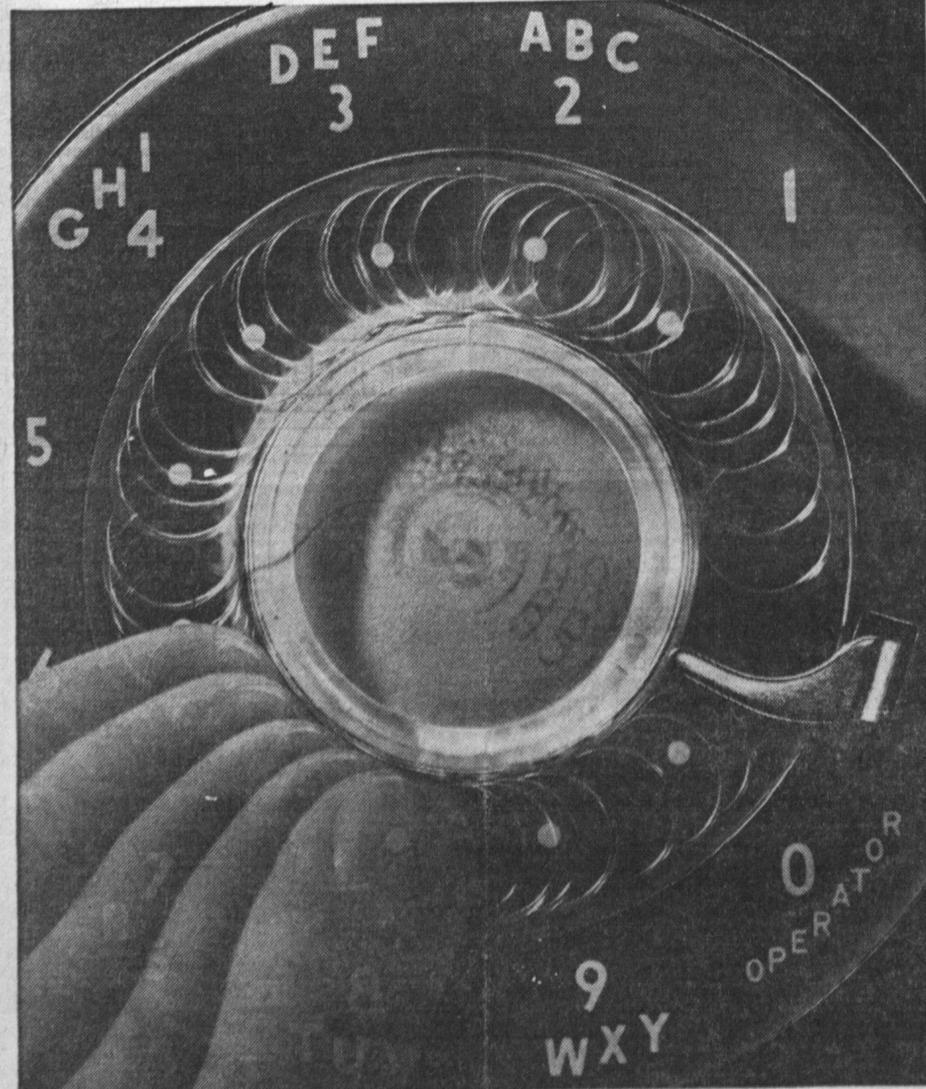
**REDONDO BEACH**

213 Pales Verdes Blvd.  
(across from Plush Horse)  
FR 8-9004

**GARDENA**

2518 W. Rosecrans  
(just east of Crenshaw)  
DA 7-7350

Open day and night / No appointment necessary  
This ad must be presented for above special prices

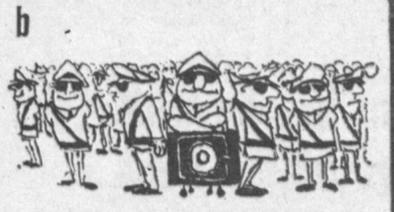


**The cheapest way to take a spin around town**

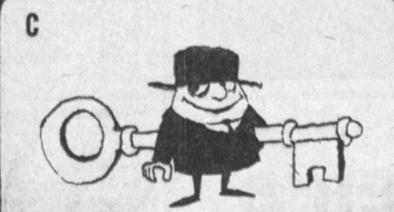
As errand-runner, it can save you dollars in car expense. As shopping-helper, it can save you many a penny in parking expense. As bargain-finder, it can make your money go further. Fact is, the telephone saves lots of families more every month than it costs.



**a**  
CHOOSE... the savings-plan that pays you more for your money. Funds placed now at Southwest Savings' current annual rate of 4.85%, paid quarterly, equal a profit of 4.93% in one year's time for each \$1,000 invested.  
(Move to Southwest Savings Oct. 1-10, Reinvestment Period)



**b**  
CHOOSE... the savings-plan where your funds are protected. The dollars you place in your Southwest account, plus dividends earned, are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation, a permanent agency of the U.S. Government.  
(Move to Southwest Savings Oct. 1-10, Reinvestment Period)



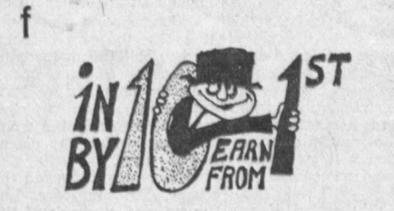
**c**  
CHOOSE... the savings-plan which makes your money readily available. Southwest Savings has always paid withdrawals on request—never a service charge.  
(Move to Southwest Savings Oct. 1-10, Reinvestment Period)



**d**  
CHOOSE... the savings-plan that saves you time, too. Use Southwest Savings convenient, postage-free save-by-mail service to open your account, add to it, or withdraw from it.  
(Move to Southwest Savings Oct. 1-10, Reinvestment Period)



**e**  
CHOOSE... the savings-plan free from market fluctuations. Your Southwest Savings account requires no market studies. Your invested money is worth 100 cents on the dollar.  
(Move to Southwest Savings Oct. 1-10, Reinvestment Period)



**f**  
CHOOSE... the savings-plan offering you extra returns. Southwest Savings pays earnings from Oct. 1st on funds received or postmarked by Oct. 10th. So, make your move a profitable one. Open your Southwest Savings' account now. Transfer of any outside accounts can be arranged for you.



**FREE FOR THE ASKING!**

OCTOBER 1ST THRU 10TH  
Interesting and informative booklets. Eight titles to choose from. Come in either Southwest Savings office and make your selection. There's one for you. Limited supply—while they last.

CURRENT ANNUAL RATE 4.85% PAID QUARTERLY • SAFETY OF YOUR SAVINGS INSURED TO \$10,000



INGLEWOOD: (MAIN OFFICE) 2700 W. MANCHESTER (at 6th Ave.) PL. 3-2164  
TORRANCE: 1603 CRAVENS (AT MARCELINA)—FA. 8-6111  
mon. thru thurs. 9:30 am to 4 pm—fri. to 6:00 pm.